

CUSTOMER SATISFACTION SURVEY 2003: RESULTS

EXECUTIVE SUMMARY

The Real Estate Services Division (RES D) continues a commitment to enhance customer approval through the continuous review of customer satisfaction. RES D has conducted annual customer satisfaction surveys continuously since 1999.

This year, in concert with DGS Executive Management's effort to collect department-wide customer satisfaction information, RES D Deputy Director Kenn Kojima, and the Customer Account Management Branch (CAMB), directed Research Planning and Measurement (RPM) to create and execute RES D's 2003 customer survey.

RPM administered the survey electronically, as was the 2002 survey. RPM targeted only RES D external customers in aligning it with standardized department-wide reporting requirements.

Respondents indicated their agreement with standard performance questions regarding their overall perception of RES D service, stated as the customer satisfaction condition. These also included project related questions. RPM then asked customers to rate their overall satisfaction with RES D. Finally RPM requested customers to indicate the amount of contact they had with each individual RES D branch and rate their satisfaction with that branch.

RES D customers completed 95 surveys from 608 delivered for a 16 percent response rate. Accordingly, the information provided here is valid only for those responding.

RPM found that RES D provides a good service face to customers. Customers believe they are treated courteously, that staff are knowledgeable and provide reliable information, and, to a lesser degree, that staff are responsive and dedicated.

Fifty-nine (59) percent of RES D Customers report overall satisfaction with RES D services, 27% indicated neither satisfaction nor dissatisfaction, and 14% responded as dissatisfied.

Customers, however, indicated lower agreement levels for project delivery and timeliness, keeping within budget, accountability to the customer, and providing high quality work. Further, customers that did *not* indicate *overall satisfaction* with RES D also provided the lowest ratings for project delivery and timeliness, keeping within budget and accountability to the customer.

Branches received the following satisfaction ratings: Building and Property Management (68%), Customer Account Management (67%), Professional Services (65%), Project Management (59%) and Asset Planning and Enhancement (52%)

Not unexpectedly, customers that indicated satisfaction with a particular branch provided higher ratings for 1) all the other branches they rated, and 2) overall satisfaction.

Finally, RES D customer with high branch contact generally provided lower ratings on performance questions; higher levels of contact possibly indicating more project difficulties. There was, however, no correlation between RES D overall satisfaction ratings and the amount of customer contact with RES D.
